

Approved For Release 2004/02/19 : CIA-RDP80M00165A001200110001-9  
76-4258/2

JAN 26

5 JAN 1977

Mr. John R. Miller III  
President and Publisher  
Equal Opportunity Publications Inc.  
P. O. Box 202  
Centerport, Long Island, NY 11721

Dear Mr. Miller:

Thank you for your letter to Mr. Bush of 8 December regarding CIA recruitment advertising in your publications.

This is to advise that we have revised our advertisement so that copy in the future will not include any sexist connotations and will relate to all readership audiences.

Your interest in our program to recruit qualified minority graduates is appreciated.

Sincerely,

F. W. M. Janney

F. W. M. Janney  
Director of Personnel

Distribution:

Orig - Adse  
1 - ER  
1 - D/Pers  
1 - RD

STAT

OP/RD/ [redacted]

P. 2

Approved For Release 2004/02/19 : CIA-RDP80M00165A001200110001-9

TRANSMITTAL SLIP	
TO: ER	
ROOM NO.	BUILDING
7E 12	Headquarters
REMARKS:	
Revision of 15 December 1976	
FROM: Director of Personnel	
ROOM NO.	BUILDING
Approved For Release 2004/02/19 : CIA-RDP80M00165A001200110001-9	

P.1.21

Approved For Release 2004/02/19 : CIA-RDP80M00165A001200110001-9

Executive Registry  
76-42581A



CENTRAL INTELLIGENCE AGENCY  
WASHINGTON, D. C. 20505

21 December 1976

Ms. Julie Kisielewski  
Publicity Chair, Committee on  
Women in Public Administration  
National Capital Area Chapter  
American Society for Public  
Administration  
1225 Connecticut Avenue, N.W.  
Washington, D.C. 20036

Dear Ms. Kisielewski:

Thank you for your letter of November 28 concerning the CIA recruitment advertisement. You are dead right and the revised language of our new ads will avoid sexist pitfalls.

Sincerely,

*E.H. Knoche*

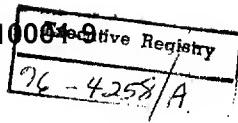
E. H. Knoche  
Deputy Director

P-1.21

Approved For Release 2004/02/19 : CIA-RDP80M00165A001200110001-9

The Director  
Central Intelligence Agency

Approved For Release 2004/02/19 : CIA-RDP80M00165A001200110001-9



Washington, D.C. 20505

Ms. Julie Kisielewski  
Publicity Chair, Committee on  
Women in Public Administration  
National Capital Area Chapter  
American Society for Public  
Administration  
1225 Connecticut Avenue, N.W.  
Washington, D.C. 20036

Dear Ms. Kisielewski:

Thank you for your letter of 28 November 1976 regarding the CIA recruitment advertisement in the Fall 1976 issue of Equal Opportunity: The Minority Student Magazine.

While the possibility may exist that women would be discouraged from applying for employment because of the use of the word "men" in the descriptive sentence of the advertisement, we are convinced that most individuals will recognize the generic sense of the word, particularly in the context of the sentence in which it was used. Also, you will note that the sentence in question concerns a textbook-type description of "intelligence" and has no reference whatsoever to potential applicants. I might add that sometime prior to your letter, we made a decision to reformat our recruitment advertising. The wording is different from the advertisement you read, and I do not believe it is objectionable in any way.

We appreciate your concern for our advertisement and wish to encourage your continued interest in our efforts toward minority recruitment and contact.

Sincerely,

George Bush

Approved For Release 2004/02/19 : CIA-RDP80M00165A001200110001-9

15 DEC 1976

(initials) F. W. M. Jersey

Originator: \_\_\_\_\_ Director of Personnel \_\_\_\_\_ Date

Distribution:

Orig - Adse  
1 - DCI  
1 - DDCI  
1 - ER  
2 - DDA  
1 - D/EEO  
2 - D/Pers (1 w/he1d)  
1 - DD/Pers/R&P

STAT  
STAT  
O/EEO/[redacted] (8 Dec 76)  
OD/Pers [redacted] (10 Dec 76)

Revised-O/DCI:Retyped-OD/Pers:bkf (15 Dec 76)

Executive Registry  
76-4258/A

Ms. Julie Kisielewski  
Publicity Chair, Committee on  
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National Capital Area Chapter  
American Society for Public  
Administration  
1225 Connecticut Avenue, N. W.  
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We appreciate your concern for our advertisement and wish to encourage your continued interest in our efforts toward minority recruitment and contact.

Sincerely,

George Bush

# Careers in foreign intelligence.

Intelligence in today's world is a complex affair. It must warn our Government of new generations of intercontinental missiles being developed, it must be attentive to foreign threats to America's strength and well-being, and it must identify political problems around the world which can adversely affect our interests.

It provides American policy makers with critical information and reasoned assessments about the complex foreign political, economic, and military challenges to our national security and welfare. It is designed to help us to achieve and to live in peace, rather than to protect us just in time of war. It has become an important and permanent element of our national foreign policy structure.

The Agency is interested in attracting individuals to this endeavor who are resourceful, of good character, and who are willing to accept responsibility, to serve at distant posts if need be, and to devote their talents and energies to tasks which often must remain anonymous. They should be strongly motivated by the desire to participate in a public service vital to the security of the United States.

Some Career fields of current interest:

Economics	Languages (Russian, Eastern European,
Foreign Area Studies	Middle Eastern, and Oriental)
Mathematics	Electrical Engineering
Computer Science	Physics
	Chemistry

The Agency also has a Summer Intern Program in foreign studies for students who will be in graduate school in the fall of 1977.

All positions are in the Washington, D.C. area; some offer opportunities for Foreign Travel; U.S. Citizenship is required.

To be considered for a career in the Intelligence Profession, interested senior and graduate students completing work in the above are invited to send a complete resume to:



**Central Intelligence Agency  
P.O. Box 9312  
Rosslyn Station  
Arlington, Virginia 22209**

An Equal Opportunity Employer



PUBLISHERS OF



December 8, 1976

Mr. George H. Bush  
Director  
Central Intelligence Agency  
Washington, D.C. 20505

Dear Mr. Bush:

I received the attached letter regarding the ad that you ran in our Fall edition of Equal Opportunity Magazine and I thought you should know that we do publish a career magazine for women called, "The Collegiate Woman's Career Magazine."

As far as we are concerned, your ad in our Fall edition relates to the majority audience of our readership which happens to be male multi-ethnic, so your copy approach certainly is in line with relating to our audience.

We are hoping that at some point in the future you will elect to also advertise in our Collegiate Woman's Career Magazine in which case the statement in the attached letter will be changed to "women."

Since you are a good advertising client of ours, I did feel it important to respond to you from where we view your ad in our Magazine.

Let me take this opportunity to thank you again for your interest and support in recruiting minority talent through the pages of Equal Opportunity Magazine. Both of our Winter, 1977 editions--closing date December 15, 1976--will be our record editions, and we are hopeful you will be with us.

Sincerely,

*John R. Miller*  
John R. Miller III  
President and Publisher

JRM:da  
enc.

## ADVERTISING SALES OFFICES

## • NEW YORK —

EQUAL OPPORTUNITY PUBLICATIONS INC., P.O. BOX 202, CENTERPORT, L.I., N.Y. 11721 TEL. [516] 261-8899  
EQUAL OPPORTUNITY PUBLICATIONS INC., 135 E. 44th STREET, NEW YORK, N.Y. 10017 TEL. [212] 986-1959

Approved For Release 2004/02/19 : GJA : RDP80M00165A001200110001-9

AMES K. LEVITT & ASSOC. INC. (JIM REYNOLDS), 13208 SATICOY ST., N. HOLLYWOOD, CALIF. 91605 TEL. [213] 875-1517



AMERICAN SOCIETY FOR PUBLIC ADMINISTRATION

Approved For Release 2004/02/19 : CIA-RDP80M00165A00120014661g2

1225 CONNECTICUT AVENUE NW ■ WASHINGTON, DC ■ 20036 ■ (202) 785-3255

November 28, 1976

Nesta M. Galles  
President

H. George Frederickson  
President-Elect

Keith F. Mulrooney  
Executive Director

Council

Anita F. Alpern  
Warren Bennis  
Juanita C. Blankenship  
Raymond D. Bodnar

Michael A. Carroll  
C. Charles Christie, Jr.  
Patrick J. Conklin  
Ronald J. Cristando  
Ernest A. Engelbert  
Michael Fischetti  
Vinton D. Fisher

H. George Frederickson  
A. Lee Fritschler  
Nesta M. Galles

Kathryn H. Godwin  
Edward K. Hamilton  
Randy H. Hamilton  
Robert C. Harrall  
Randy Harrison  
Beverly J. Hawkins

Harry L. Hufford  
Maynard Jackson  
William A. Jones, Jr.

Fred A. Kahn  
Elliot H. Kilne  
Morton Kroll

Walter N. Lambert  
Thomas D. Lynch  
Marjorie Maki

Douglas R. Martin  
Hugh F. McKenna  
Linda C. McNish

Chester A. Newland  
Edward P. Pazicky

John Rehfuss  
Godfrey E. Richey

Salvatore G. Rotella  
Philip J. Rutledge

Wendell G. Schaeffer  
Walter F. Scheffer

Frank P. Sherwood  
Frank R. Spence

Kenneth C. Tollenaar  
Graham W. Watt  
James S. Wilson, Jr.

Wanda C. Woolcot

Mr. George H. Bush  
Director, Central Intelligence Agency  
Washington, D.C. 20505

Dear Mr. Bush:

The enclosed ad for careers in the CIA appeared on page 57 of the Fall 1976 issue of "Equal Opportunity: The Minority Student Magazine."

While we were delighted to see you were recruiting for minorities, we were dismayed with the first sentence: "In international affairs, intelligence is knowledge--accurate, objective knowledge and understanding of men and events throughout the world." (my underlining)

This kind of statement excludes the many women in leadership positions throughout the world and would discourage minority women from considering a career with CIA. Most persons would not consider "men" in this context to include women. Those who feel "men" is a generic term are usually persuaded by the short film, Included Out, in which a woman decides to enter the door marked "MEN," having been assured that statements about men include women.

The Committee on Women in Public Administration is working on barriers to women in the profession of public administration. We hope that by bringing such inadvertent slips to the attention of the appropriate officials we can open a few doors to qualified women.

Sincerely,

Julie Kisielewski  
Publicity Chair  
Committee on Women in Public  
Administration  
National Capital Area Chapter  
American Society for Public  
Administration

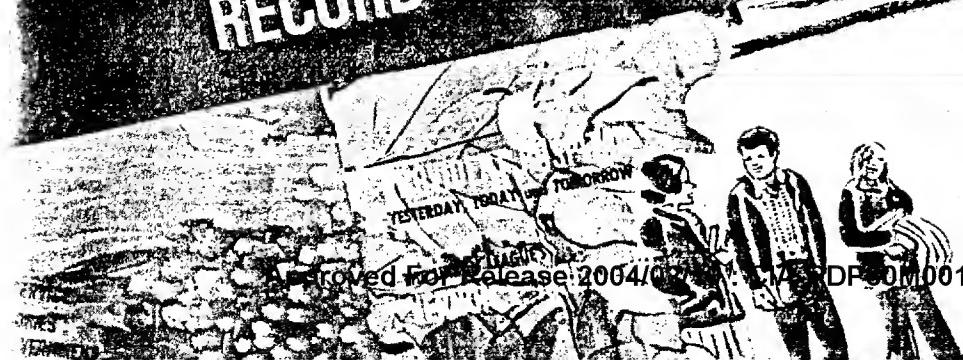
# Another Record...

BY EQUAL OPPORTUNITY PUBLICATIONS, INC. . . .



THE WINTER, 1976/77 EDITIONS OF  
THE NATION'S LEADING AFFIRMATIVE ACTION  
RECRUITMENT PUBLISHER FOR WOMEN AND  
MINORITIES WILL SET ANOTHER ADVERTISING  
RECORD—LARGEST IN 8 YEARS!

DON'T  
MISS  
ADVERTISING  
IN OUR WINTER  
1976/77  
EDITIONS!  
CLOSING DATE  
Dec. 15, 1976



UNCLASSIFIED INTERNAL  
USE ONLY CONFIDENTIAL SECRET

Approved For Release 2004/02/19 : CIA RDP80M00165A001200110001-9

SUBJECT: (Optional)

DD/A Registry  
76-6149FROM: F. W. M. Janney  
Director of Personnel  
SE 58, Headquarters

EXTENSION

NO.

PERS 10-36076

STAT

DATE

10 DEC 1976

TO: (Officer designation, room number, and building)

DATE

OFFICER'S INITIALS

1. Deputy Director for Administration  
7D 26, Headquarters

RECEIVED

FORWARDED

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

2.

3.

4. Director of Central Intelligence  
7E 12, Headquarters

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

Ms. Julie Kisielewski, the Publicity Chairman, Committee on Women in Public Administration, American Society for Public Administration, wrote to Mr. Bush concerning an ad for careers in CIA which appeared on page 57 of the Fall 1976 issue of Equal Opportunity: The Minority Student Magazine. (See Tab A.) We had used the word "men" in a generic sense in that particular ad, and she took issue with us on that matter.

The Office of Personnel was furnished the action copy and a copy was sent to the Office of Equal Employment Opportunity for information. Attached at Tab B is a suggested response to Ms. Kisielewski which was drafted by [redacted] of EEO with additions by the Office of Personnel.

Attached at Tab C is a copy of our new standard for ads. The text is word for word from our new brochure [redacted]

F. W. M. Janney

# The foreign intelligence profession.

In international affairs, intelligence is knowledge—accurate, objective knowledge and understanding of men and events throughout the world. The Central Intelligence Agency has a vital role in providing the information our Government's leaders need in making their decisions.

Its interests are broad and the CIA seeks people trained in such fields as:

Information Science  
Economics  
Electrical Engineering  
Foreign Area Studies  
Mathematics  
Photo Science

Foreign Languages  
Russian  
Eastern European  
Middle Eastern  
Oriental

The Agency also has a Summer Intern Program in foreign studies for students who will be in graduate school in the fall of 1977.

All positions are in the Washington, D.C. area; some offer opportunities for Foreign Travel; U.S. Citizenship is required.

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176-4258

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